



News Release

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Utah Department of Health Launches New Second Hand Smoke Campaign – “Some Things Aren’t Meant to be Shared”

(SALT LAKE CITY—January 30, 2002) — More young children are killed by second hand smoke than by all unintentional injuries combined in the U.S. As part of its ongoing Truth campaign, the Utah Department of Health (UDOH) is launching a new series of advertisements that will prompt Utahns to think about the dangers of second hand smoke and realize that “some things are not meant to be shared.”

“We needed to take an approach that was not offensive to smokers, but one that educated smokers and non-smokers alike about the harmful effects of second hand smoke,” said Lena Dibble, Tobacco Prevention and Control Program, UDOH. “The new ads are a great way to alert the public on the dangers of second hand smoke.” Some of these dangers include middle ear infections in children, lung cancer, asthma, heart disease, and respiratory infections.

Each commercial depicts people “sharing” things that, for obvious reasons, are not typically shared such as a handkerchief, toothbrush, gym towel, dentures, etc. In one commercial a young woman is seen chewing a piece of gum and then offering it to the camera. The voice over then says, “Some things aren't meant to be shared.” The next frame shows a person taking a puff from a cigarette and blowing the smoke into the camera. The voice over says, “Especially second hand smoke.” Each commercial ends with a power fact such as, “The TRUTH. 50,000 Americans die each year from heart disease caused by second hand smoke.”

The four :30 spots, produced by the Crowell/Love Partnership, will begin airing on January 30 for 16 weeks. These are the first spots to be produced about second hand smoke in Utah. The ads are targeted mainly towards adults, but the UDOH hopes that youth will also be impacted by the messages. Billboards, posters, and ultimately radio ads will be produced with the same theme.

Utah has one of the most comprehensive indoor clean air laws in the nation. However, more than 55,000 Utah children and family members are still exposed to secondhand smoke in their homes, cars, and other locations.

Editors Note:

Broadcast: Spot dubs are available; however, most local and some cable TV stations are airing the spot and should have a dub for use in the story. Beta copies are available from Kelli Fratto at 519-8880.

Print: Still shots of the scenes in the ads are available from Kelli Fratto at 519-8880.

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